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Managing the transition at Bakoni Malapa Open Air Museum

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ABSTRACT

This study explores how Bakoni Malapa Northern Sotho Open Air Museum situated outside Polokwane, Limpopo province is surviving in post apartheid South Africa. The specific areas investigated are: employment conditions, marketing of the museum, description of the museum products, and stakeholders' perceptions of problems limiting success of the institution. An analysis of the nature of problems faced by the museum and recommendations for improving its success are also offered.

Face to face interviews guided by interview schedules with semi structured questions were used to collect data. Personal observation was another method used to supplement interviews during data collection. Some of participants' interview responses were audio taped while others were recorded as field notes. Audio taped responses were transcribed and together with field notes all were analysed by applying Colaizzi's (1978) seven steps of data analysis. Data credibility was acquired through relatively prolonged engagement, detailed observation, triangulation, and taking the research findings back to participants to confirm whether their statements were interpreted correctly.

Research findings indicated a number of problems limiting the success of the museum. The most important of these are: bad management-employee relationships, insufficient funds, lack of appropriate marketing strategies, lack of land, insufficient cultural and tourism knowledge among management, lack of staff, semi illiteracy and lack of skills training among staff, and lack of a defined vision. The analysis of the research findings suggest that Bakoni Malapa is not successful, however, success is defined.

DECLARATION

I Dan Musinguzi, honestly declare that this research report is my own work unless where acknowledged or referenced. It has never been submitted for the Award of a degree or any other academic qualifications at any institutions of learning in or outside South Africa. This is the first time it is being submitted to the University of the Witwatersrand, Johannesburg for the Award of the Masters degree in Arts, Culture and Heritage Management.

…… ……

Dan Musinguzi Date

DEDICATION

This research project is dedicated to Dr Israel Kibirige, and Pastor and Mrs Kalumba.

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LIST OF ACRYNOMS

B.E.S.T: Business Enterprise for Sustainable Travel

CACA: Caprivi Arts and Crafts Association

DEAT: Department of Environmental Affairs and Tourism

G.C.C: Geographical Carrying Capacity

H.C.C: Human Carrying Capacity

I.I.P.T: International Institute for Peace through Tourism

ICOM: International Committee for Museums

ICOMOS: International Council on Monuments and Sites

LDCs: Least Developed Countries

N.C.I: National College of Ireland

PEMPS: Pietersburg English Medium Primary School

PEPPS: Polokwane Preparatory School and College

SWOT: Strength Weaknesses Opportunities and Threats

W.T.O: World Tourism Organization

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